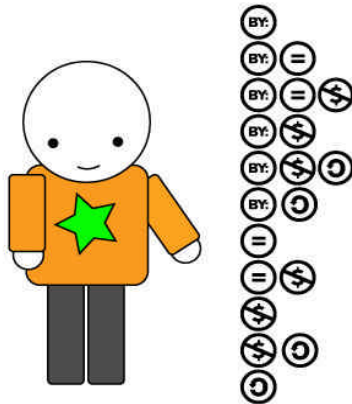


Creative Commons



Is your content shareable and distributable?

What are the issues?

Technorati



Exploration

How can you make time exploring blogs and other social media and leave comments?
How do you answer "why bother" ?

Blog



Set up a single user blog

How will you make a habit writing?

Blog



How can you tell the story of your organization with a blog?

How can you blog the impact?

Blog



You set up a blog for personal learning.

How will you make it a habit?

What will you write about?

Social Bookmarking



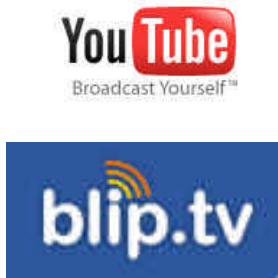
Search and bookmark sites with associated keyword tags

Willing to make an effort to share? Can you deal with the messiness?

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Video Sharing



Video Sharing
What is your goal?
What site meets your goal?
What stories will you tell?

Mixing



It's about integrating
social media tools with
proven fundraising
strategies and tools.

How will you do it?

Blog



The best blogs encourage
conversation.

Comfortable having a con-
versation with your audi-
ence?

Listening



Responding to what
people are saying
about your cause, pro-
gram, or organization.

How will you shift from
blasting your message
out?

Content



User-generated promo-
tional content?

How can you incorporate
user-generated content
ideas in the promotion?

Personal Fundraising



You let your supporters be-
come messengers for your
cause. How comfortable
are you letting control of
your message and brand-
ing?

Sources: David Wilcox, [Social Media Game](http://socialmediagame.com/)

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Wiki



A wiki provides groups with collaborative publishing and workspace

Wikipedia is open-source encyclopedia
Confident about collaborating?

Twitter



Twitter is IM/micro blogging tool.

Can you benefit from a twitter presence?
Save time or waste time?

RSS



Move to feeds

Increasing use of blogs and other tools mean most content can read using RSS feeds

Can you make reading feeds a daily habit?

RSS



You can use RSS republish content from other places on your blog.

What makes the most sense?

Social Networking



You set up a presence on a social networking site and make friends?

Which site is right for you?

Will you find the time to maintain your profile and make friends?

Social Networking



You set up a presence on a social networking site and make friends?

Which site is right for you?

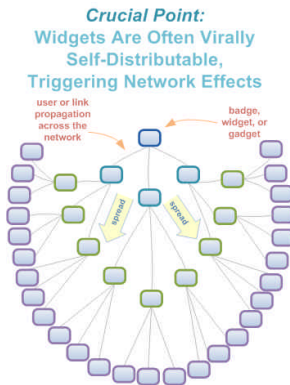
How will you organize difference campaigns?

Sources: David Wilcox, [Social Media Game](#)

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Widgets



You use a charity badges or fundraising widgets to raise money

How will you encourage people to contribute?

How will you leverage a network effect?

Blogs



How will you master the comfort, capacity, and competency needed to blog?

Virtual Worlds



A 3-D immersive environment

Can you reach enough people to justify the investment in time?

Photosharing



flickr

You tell the story of your organization through photo sharing.

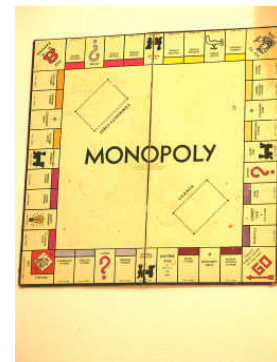
Enthusiastic photographers prepared to share?

Social Networking

LinkedIn

Which networking site is right for you? How can Establish and sustain a personal professional network that gets things done.

Wild Card



Are there tools or techniques not included on a card that you need?

Sources: David Wilcox, [Social Media Game](#)

Ego Feeds



Use Technorati to set up "watch lists" to follow your trail in the social web.

How will you make the time to follow and comment?

How might you use this research?

Digg



Collaborative news sourcing is where crowds of people rate news items. Popular items rise to the top and attract traffic.

How will you organize your supporters to "vote" for your content?

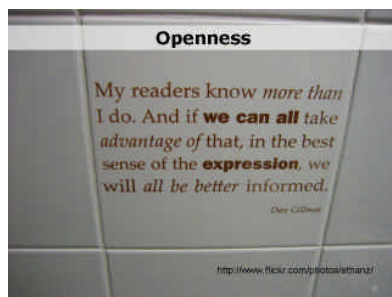
Audience



Do you know what your audience is likely to be doing online?

What will your donor-base be doing online in the future?

Openness



Is your organization comfortable with transparency?

What are some of the issues?

Adoption



The best place to start is with some low risk experiments. What will your experiment look like? What will you learn?

Social Networking



How will you funnel your friends to your web site?

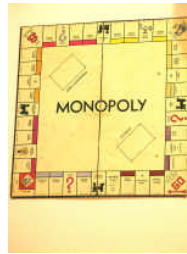
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Share Your Story

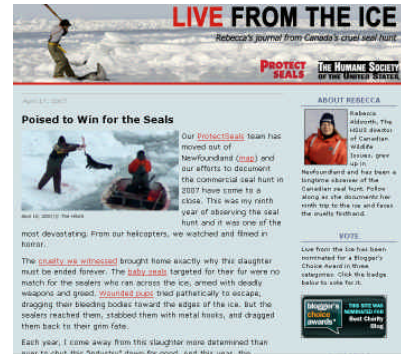


Wild Card



What else do you need?

Blog



How can you get your organization's clients to share their stories on a blog?

Will you use a blog to advocate for a point of view?

Photo Sharing

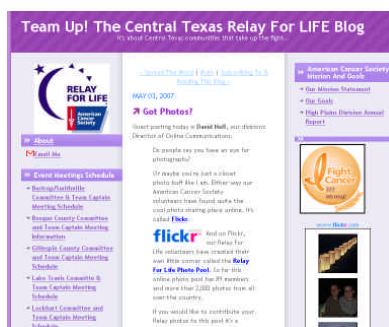


Photo Sharing



Adoption



Photosharing sites like flickr let you publish photos in more than one place

How might you use a photo sharing site like flickr?

You can run a photo contest on flickr. How might you design it so it supports your fund-raising or marketing strategy?

You may encounter resistance. What issues may come up? What is your strategy?

Sources: David Wilcox, [Social Media Game](#)

Sources: [Creative Commons](#)

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Wikipedia



Does your cause or organization have a Wikipedia page? Is your cause or organization included in a wikipedia page about a related topic?

Optimize Content



Make sure your content is easy to find, scan, and share.

Can readers pass long your content easily?

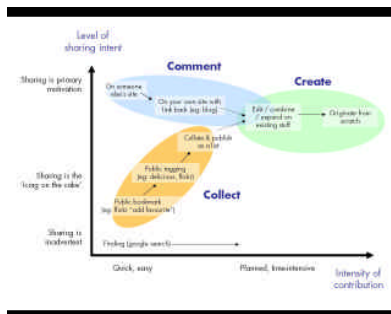
Social Networking



You need to maintain your profile, approve friends, add content, etc?

How will you make time to do that?

Sharing



Is sharing your content intentional or inadvertent? How to make it intentional?

What are the constraints?

Widgets



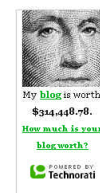
You want to incorporate a widget for personal fundraising.

How will you deal with the back-end?

Social Media Metrics

How Much Is Your Blog Worth?

Your blog, beth.typepad.com, is worth \$314,448.78
Here's a button you can put on your blog: [\(the HTML is below\)](#)



How will you measure success? It make may not cents, but how will you justify?

Sources: David Wilcox, [Social Media Game](#)